March , 1941

NOTE: This outline of marketing quota educational work was prepared in North Dakota for use there. Although the program laid cut is made to fit conditions in one State and may or may not emphasize points that will be important elsewhere, other States may find it helpful in mapping their own plane.

# SURGESTED PROCEDURE FOR EDUCATIONAL WORK PREPARATORY FOR WHEAT QUOTA VOTE

Systematic sducational procedure carrying information to all people of the county is essential if wheat growers are to vote intelligently on wheat quotas. It is desirable to enlist the help of all agencies and organizations and work them into the plans to help in this educational effort.

### I. County Committee Meeting to Plan Procedure

#### A. Purpose

1. To arrange plans and procedure and delegate responsibilities to each organization or agency willing to help in the effort

#### B. Attendance

- 1. County AAA committee
- 2. Farmer fieldmen
- 3. Extension district supervisor
- 4. FSA county supervisor
- 5. Representative county homemakers council
- 6. County extension agent and associate agent
- 7. Representative of 4-H Club council
- 8. Representative county Farmers Union
- 9. SCS technician

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#### C. Suggested procedure for committee meeting

- 1. County AAA chairman in charge
- 2. Statement of necessity for thorough educational campaign on outlook material and situation making necessary the vote on wheat quotas -- District Supervisor or County Extension Agent
- An appeal to all organizations represented to assist in educational effort -- Farmer Fieldmen
- 4. Explain methods, procedure and duties of each organization and agency willing to help -- District Supervisor or Extension County Agent

#### II Procedure and Method for Educational Work

#### A. County training meetings

#### 1. Purpose:

To train each individual taking part in the educational effort in subject matter and methods. To arrange places and dates for follow-up school-house meetings and outline publicity and advertising material

#### 2. Attendance

- a. County and community AAA committeemen
- b. FSA county supervisors
- c. President or representative from each Homemakers' Club in county
- d. Local leaders of 4-H clubs
- e. SCS technicians
- f. President County Farmers Union

#### 3. Program at County Meeting

- a. County AAA chairman in charge
- b. Purpose of meeting -- County Chairman
- c. Becessity for thorough educational work to inspire intelligent voting on wheat quotas -- Farmer Fieldman
- d. Women's interest in wheat quotas -- Associate Agent or Substitute
- e. Outlook material -- District Supervisor or Extension Agent
- f. Discussion on outlook material and wheat quotas
- g. Assign duties to individuals and organizations represented and arrange dates and places for follow-up school-house meetings -- Extension County Agent
- h. Plan and arrange for businessmen's meetings -- Extension County Agent
- i. lAppointment of township wheat quota committee (See VA)

# B. Duties of individual and preparation for holding school-house meetings

#### 1. County committee

- a. In general charge of educational effort
- b. Conduct school-house and businessmen's meetings when necessary
- c. Assist in planning procedure and methods

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#### 2. Extension Agents

- a. Furnish subject-matter material
- b. Assist in planning procedure and methods
- c. Aid county committee in general direction of educational work
- d. Conduct school-house and businessmen's meetings when necessary
- e. Have general charge of publicity and advertising

#### 3. Community committeemen

- a. Arrange for meeting places
- b. Assist in advertising through posters, telephone, perscal contact and news stories
- c. Be chairman of local meetings when necessary
- d. Report on local meetings

#### 4. Representatives of Homemakers' Clubs

- a. Assist in advertising school-house and community meetings through telephone and personal contacts
- b. Announce community-outlook meetings at Homemakers' meetings
- c. Discuss at community meetings the subject "The Interest of Women in Wheat Quotae."

#### 5. Associate agent

- a. Assist in planning women's activities in the educational work
- b. Discuss outlook materials and wheat quotas at the Homemakers' Clubs and women's meetings

# 6. Farm Security supervisors

- a. Assist in school-house meetings when necessary
- b. Assist in advertising school-house meetings through circulars, charts and personal contact
- c. Assist in advertising businessmen's meetings through telephone and personal contact

#### 7. SCS technicians

- a. Assist in advertising school-house meetings through letters to cooperators and personal contact
- 8. County Farmers Union Locals
  - a. Hold discussion meetings on wheat quotas
  - b. Contact County AAA committee for speakers
- C. Commamity or School-house meetings

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1. Note: The community meetings are the most important activities in effectively carrying outlook and wheat quote information to the people of the county.

Thorough organization for the meetings and effective presentation of material are essential. These meetings should follow soon after the county meetings. They should be small meetings and enough of them to thoroughly cover the county.

#### 2. Programs at school-house meetings

a. Community committeemen in charge

b. Thirty minutes on outlook for 1941 -- County Committeemen, Extension Agent or Community Committeemen

c. Fifteen minutes on "Women's Interest in Outlook and Wheat Quotes" -- Local Representative of Homemakers' Club or Associate Agent

d. Open discussion on outlook and wheat quotes

# III. Homemakers' Club mMeetings

A. Note: Each representative of a memakers Club attending the county training meeting should be given outlook and wheat quota information and asked to discuss these subjects at the next Momenakers meeting, and urge women to attend community outlook and wheat quota meetings.

# IV. Businessmen's Meetings

A. A businessmen's meeting should be held in every town where no community meeting has been held. The county committee should put on the meeting for the businessmen -- not the businessmen for the farmer

# B. Preparation for meetings

- 1. First copy letters to each businessman and his wife
- 2. Special arrangements in the way of refreshments and entertainment may be provided where facilities permit

# 3. Program

- a. Forty-five minute talk on 1941 outlook and world wheat situation by Extension Agent or County Committeemen
- b. Open discussion on material presented

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# J. Program

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#### V. Follow-up with Wheat Quota Information

- A. Appointment of wheat quota committees
  - 1. Three wheat growers shall be appointed in each township to work directly under the community committees who in turn work directly under the county committee
  - 2. Duties of township committees
    - a. It shall be the duty of the township committees to inform farm people of the wheat situation which makes wheat quotas necessary, through personal contact and assist community committeemen in a farm-to-farm canvass
- B. Providing information for committees
  - 1. The Extension Agent shall supply information on the wheat situation in the form of circular and chart material
  - 2. The county committee will be responsible for getting the information to and training committeemen
  - 3. A county meeting of all committeemen will be held two weeks before the wheat quota vote which is expected to be the 31st of Mey
    - A. Purpose of county meeting of committeemen
      - 1. To give information to committeemen on the wheat situation and instruct them in methods of contacting farm people
      - 2. Speaker from State Office will discuss wheat quotas at the county meetings
  - 4. Committeemen shall be kept informed at all times on the most recent information on the wheat situation through letters and circulars

# VI. Subject-Matter Material for Educational Work

- A. Special circular -- North Dakota Farm Outlook for 1941 -- Harry G. Anderson and Florence P. Day (Printed copy supply now available)
- B. Summary of 19th cutlook and cutline (Mimeographed copy distributed at AAA Annual Meeting)
- C. Chart material (On order -- will be sent out as soon as received)

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# Suggested Calendar of Publicity ested Calendar of Publicity for Referendum on Wheat marreting Quota

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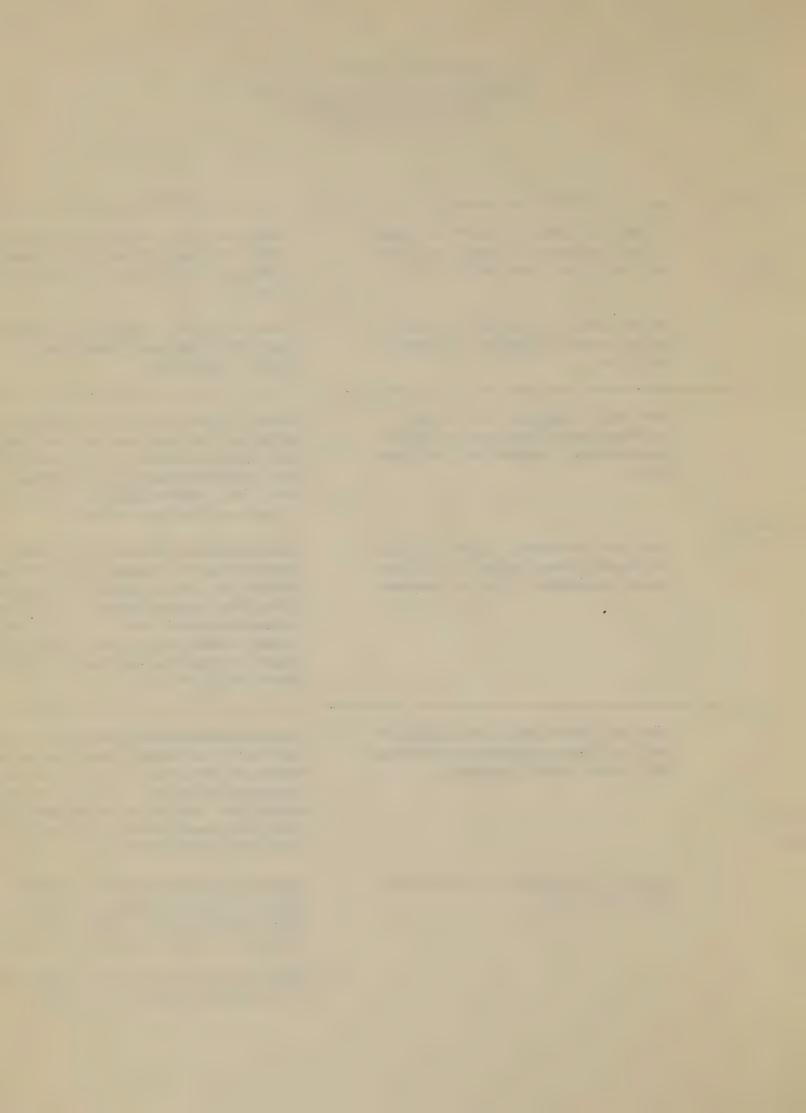
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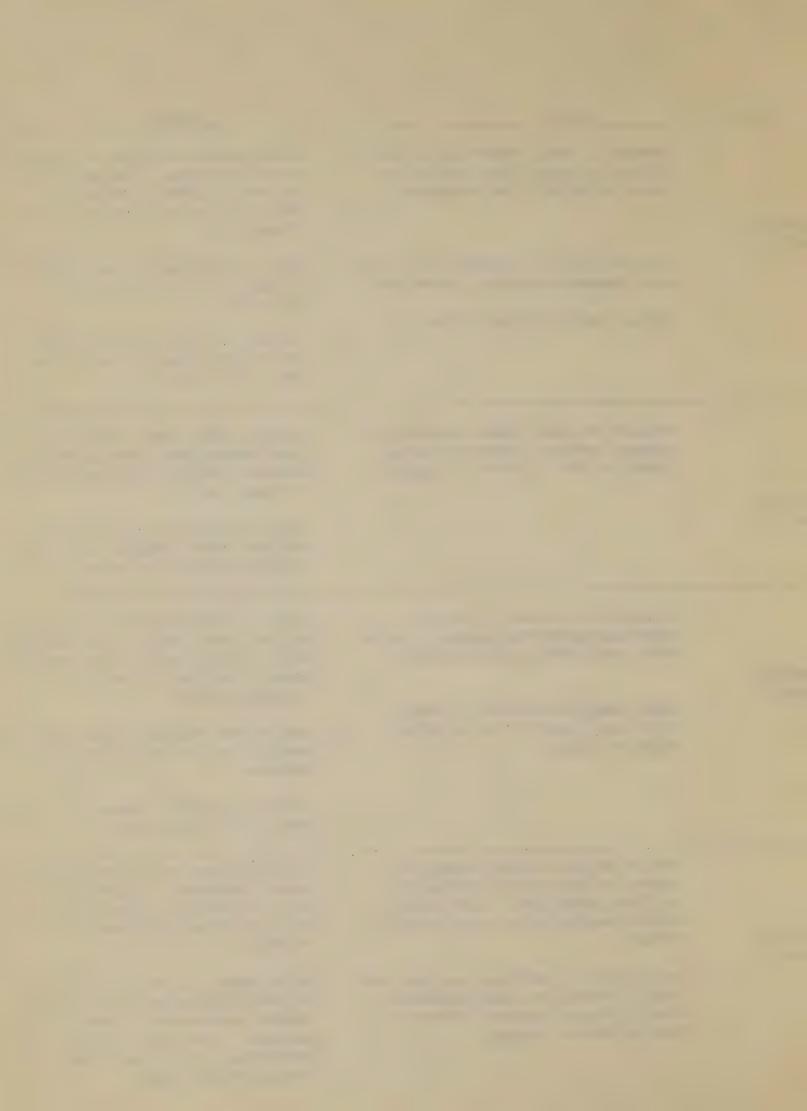
3. Sont out letter calling attention to AAA radio program on Priday

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Place exhibit in at least one store window in every town in the county.

value of loan program to farmer.



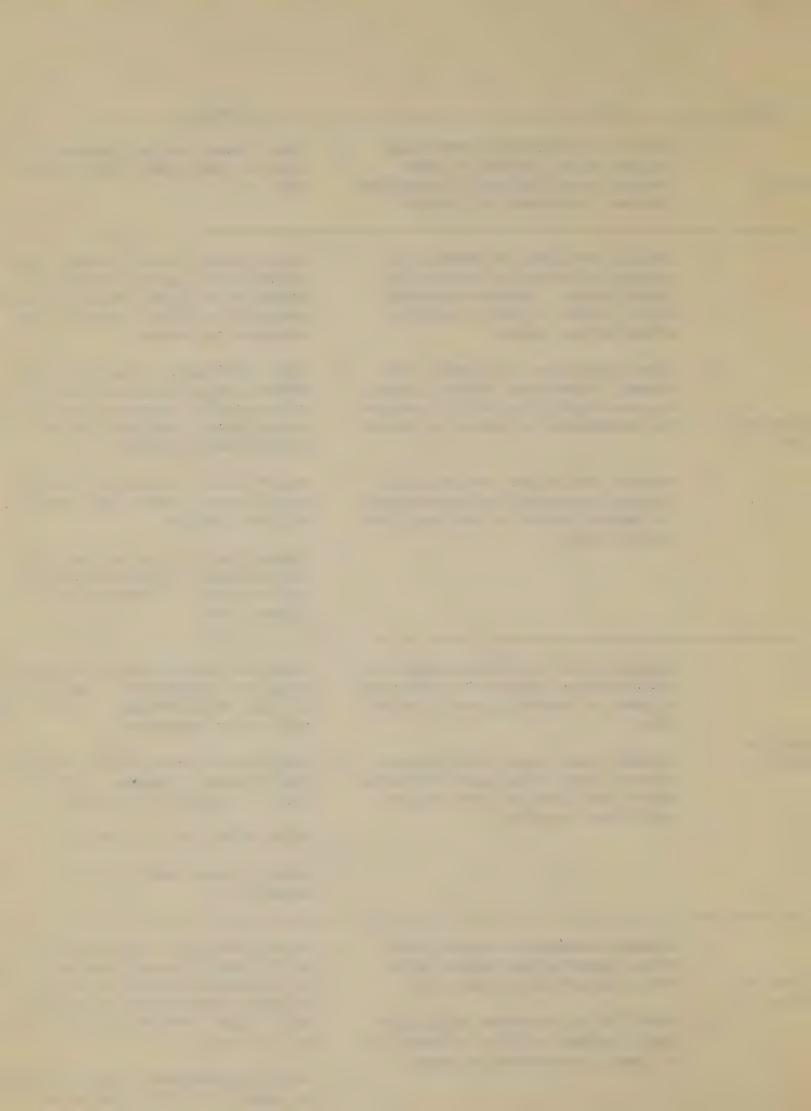


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Report educational plans devaloped at county meeting. Hist dates,

places, etc

no loans, importance to homes.



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- Sond letter outlining action to be taken in county, seciousness of situation. Use cartoons
- Give editors information for editorial on quota,
- 1. Article on how marketing quotas are working in South. Experience when discontinued, extent of favorable vote, how growers gained. Compare to North Dakota.
- Announce series of radio talks by farmers. (Suggest one a week to May 19, two the week of May 19, three or more final week over all stations.)

Issue cartoon mat (if possible)

- Release article from business angle, stressing increased cash incomes and benefits through programs and loan. Estimate cash less to county if wheat inceme dropped to 1952 level.
- Explain details of marketing quota plan. Show connection with all AAA faxm program activities.
- Quote additional farm experiences and statement as to importance on enormous extent of surplus wheat. of wheat loan program. Security offered by farm storage, etc
  - & Store on erop prospects in county tring in county wheat supplies.
- Outline activities underway in State to bring marketing quota formation to all farms. Show action being taken on local farm initiative.
- Report from MDAC on crop outlook and market situation.
- Release popular pamphlet questions and answers on marketing quota.
- Report on what schools, Home-1. makers, 4-H, other organizations, are doing on marketing quota situation. Show how all interesta in county affected
- Continue farm articles on benefits of wheat loans
- Distribute informational material to all wheat growers.
- Display exhibits on quote and losss.
- Send out letter calling attention to AAA radio program on Friday. Arrange broadcasts locally in counties where facilities are available.

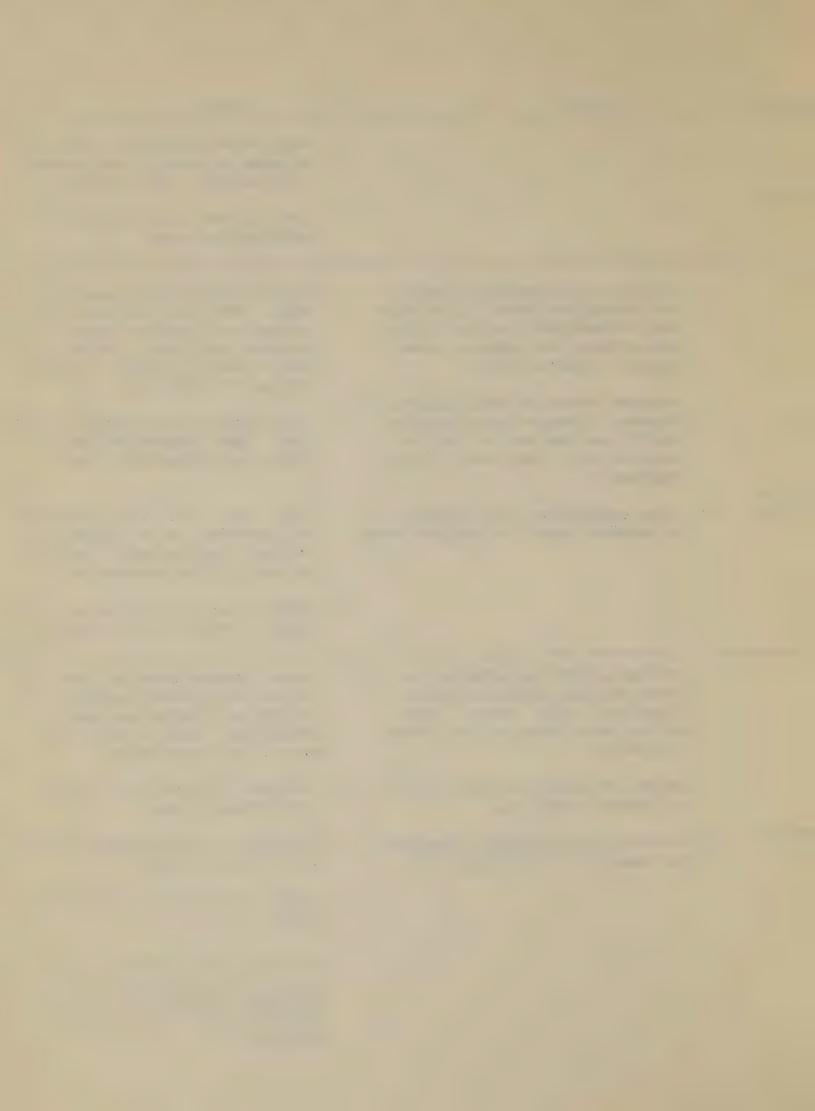
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Portoc.	Annelhuria	Stave	n North and States	County
	1.	Review benefits under AAA programs, conservation accomplished, key play of loans, stress cooperative action, emphasize referendum date.	1.	Outline benefits of AAA farm program obtained in county, what loans have done, how cooperation has worked and critical situation on quotas.
WEEK OF MAY 12	2.	Cite wheat situation facts, empha- size Canadian situation, national defense.	2,	Report local meetings and activities, educational work, special attention by groups.
	3.	lisue cartoon mat (if possible) showing plight of fermer if wheat loan pulled out from under him, drowning in an ocean of wheat.		Quote business men on how losns have kept county going, schools, etc.
	4.	Prepare and release for county dis-	4.	Announce week's radio broadcasts
		tribution poster announcing wheat quota referendum.	5.	Distribute posters throughout county.
	5-	Increase use of radio talks.		
	A c	Interpret provisions of marketing quota, give examples of probable results in state if adopted, indicate effect if turned down. Tell who may vote, how voting is handled, etc. Very complete, clear article.		Answer local questions using names of farmers on how market- ing quots would work in county. What failure to approve would mean.
WEEK OF MAY 19	20	State article on what farm program, loans, etc. have meant to business in State.	2.	Describe plans for holding referendum. Names of committees, voting places, who can vote, etc.
	3.	Release mat (cartoon if possible) showing how farmers can voluntarily	3.	Announce redic talks, both state and local.
		decide their production and market- ing problems. Play up referendum date.	4.	Report on meetings and educational work done in county.
	4.	Make use of radio talks by farmers.		
MERK OF	energia patron	Cive simple summary of pros and come of marketing quotes. Stress date, importance of voting.	The Control of the Co	Present final datails as to who may vote, where, urging all to vote, briefly state issues at etake.
	2.	Report sentiment of growers on quot question, summarize work done.	2,	Send post card to all growers with referendum details
	5.	Increase radio talks over all sta-	7	Announce radio talks during week

tions to at least three during wek weeks, with final climax the two

days prior to voting date.

3. Announce radio talks during week

urging every farmer to vote at election.

t. Contact editors for editorial

- 1. Wheat: Sources of U. S. Supply 1923-40
- 2. U. S. Exports of Farm Products 1919-39
- 3. Wheat: World supply and price 1923-40 4. Wheat: Estimated stocks in major exporting countries as of July 1, 1922-40
- D. Marketing quota information (already sent out)
  - 1. W.R.N.D. 25
  - 2. Wheat marketing quotes provisions of the Agricultural Adjustment Act of 1938
  - 5. Wheat merketing quotas, questions and answers
- E. Bational Defense information
  - 1. European war, national defense and American agriculture (U.S.D.A. Circular)

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